

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter presents the procedures used in conducting the research. It consists of four sections, namely the research design, subject of the research, data collection, and data analysis.

#### 3.1 Research Design

This research uses descriptive qualitative approach. According to Ary (et al., 2010), descriptive research design is the design used to obtain the information concerning the current status of phenomena. Qualitative research is concerned with process rather than simply with outcomes or products (Bogdan and Biklen, 2007: 6). Furthermore, descriptive qualitative research design is also suitable for this study since descriptive qualitative research is aimed at “describing, summarizing various conditions, situations, or phenomenon of social reality that exists in the society” (Bungin, 2008: 68). It is very appropriate to be used in this study because it is about people’s perception and interpretation.

#### 3.2 Population as Sample

The population of this research are ten students of 9<sup>th</sup> semester in English Language Education Department at University of Muhammadiyah Malang. Because the researcher is a student of English Language Education Department of University of Muhammadiyah Malang in 9<sup>th</sup> semester, thus, the researcher chooses English Language Education Department students in 9<sup>th</sup> semester to be the population as sample to make it easier to analyze. The researcher only

investigates ten students because it has been delivered the valid data. Those ten chosen students have the characteristics below:

- a. Have a personal Instagram account.
- b. Post at least one post in the time from 15 November to 31 December 2017
- c. Write caption that contains of code switching (Indonesian-English or English-Indonesian).

### **3.3 Data Collection Technique**

Data collection includes two sections, namely the technique and instrument, and procedure.

#### **3.3.1 Instrument**

There are many ways to collect the data, such as observation, document analysis, survey, experiment, and many others. In this study, the researcher uses observation, document analysis, and unstructured interview to collect the data. Before getting the data, the researcher has to observe in Instagram to know how often code switching occurs and how many participants write captions using code switching. According to Ary et al., (2010) qualitative observations rely on narrative or words to describe the setting, the behaviors, and the interactions. After the researcher does observation, the researcher captures the participants' captions from Instagram to be learned and analyzed that can be defined as document analysis. Document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material (Ary et al., 2010). Meanwhile, interviews are used to gather data from people about opinions, beliefs, and feelings about situations in their own words

(Ary et al., 2010). In this study, the researcher interviews ten students of English Language Education Department in 9<sup>th</sup> semester at University of Muhammadiyah Malang through online chats to know the reason of using code switching.

### **3.3.2 Procedure**

The data of this study is collected in the following steps below:

1. Select ten captions from ten Instagram accounts that meet the criteria.
2. Read through the caption updates carefully.
3. Capture and write the data needed.
4. Interview the subjects through online chats about the reason of using code switching.
5. Process the data.

### **3.4 Data Analysis**

The collected data is analyzed through several steps, they are as follows:

1. Review and read through all 10 captions selected.
2. List the data into a table to make it easier.
3. Classify the data based on the classification of code switching.
4. Verify and interpret the data of the interview.
5. Draw the conclusion.